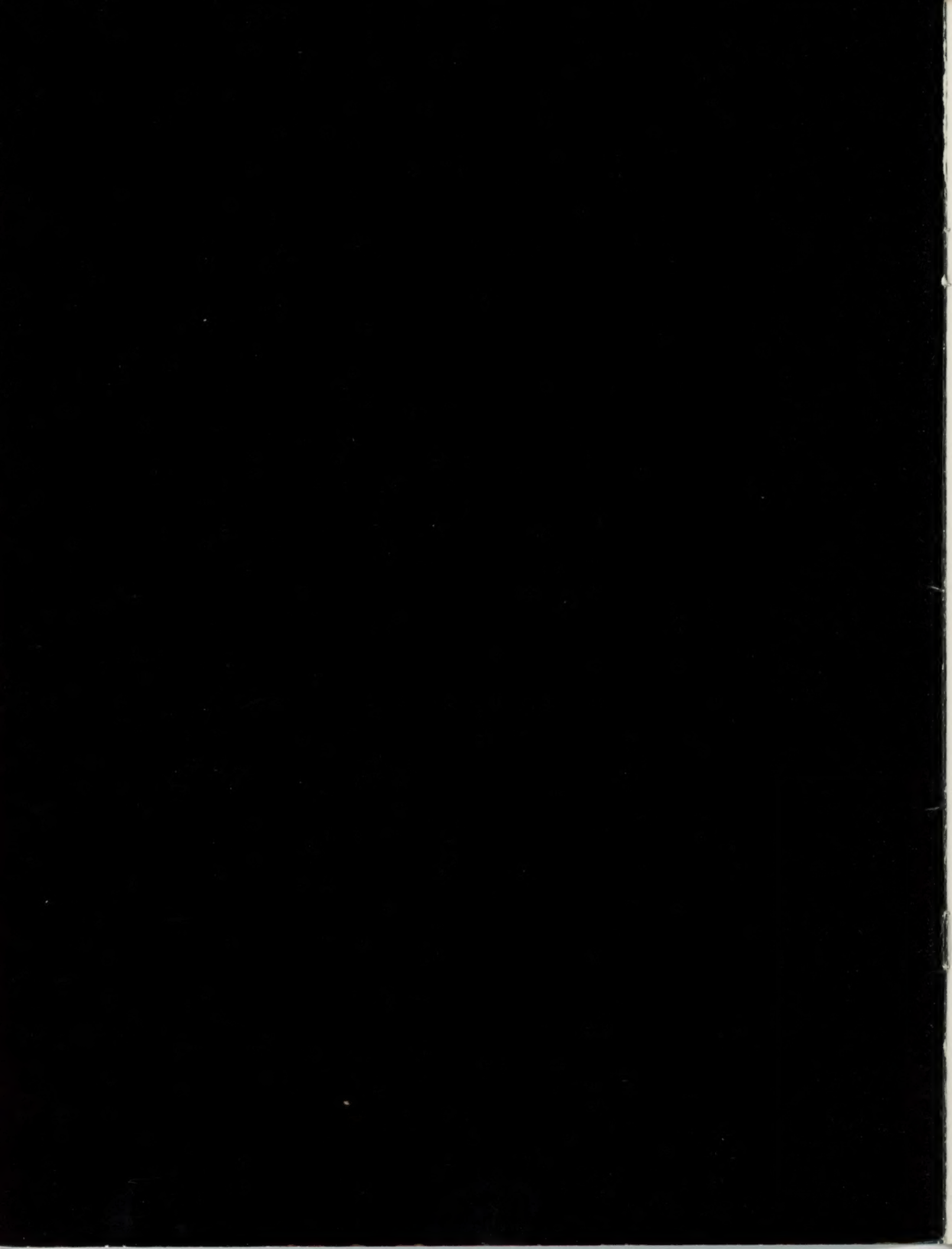


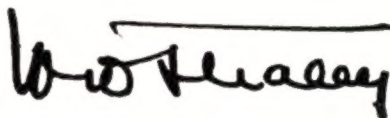
Bell System Corporate Identification Program





This booklet introduces the Bell System's new corporate identification program. It presents new graphic designs that reflect the competence and modernity of our business. The distinctive bell symbol represents a System both contemporary and concerned.

Since each System company transmits strong visual signals to its publics and employees, we all share an obligation to present an uncluttered and coordinated appearance throughout the business. The impact of the total program depends on the consistency with which the designs are applied by each person who uses them.

A handwritten signature in black ink, appearing to read "W. W. Straley". The signature is written in a cursive, flowing style with a horizontal line above the main body of the text.

W. W. Straley
Department of Environmental Affairs
AT&T

Our new graphic design program of corporate identification represents a complete change in the visual communications of the Bell System. The new visual expressions on all our external communications will reflect our contemporary environment at the same time they signal the pervasive presence of the Bell System. But more, the new visual designs graphically express the inherent character of our organization. Presented here is an overview of the total program which shows how the many design applications work together to contribute to the corporate identity of the Bell System. But first, what are the factors that help form a company's corporate identity? Every company has an inherent character. It is expressed in several ways.

First, the products sold or the services performed say something about the company. Second, the attitudes of management and employees in the conduct of business contribute to peoples' feeling about the company. Then there are the many visual ways the company presents itself which reflect a corporate personality. Sometimes these communications add up to a corporate character that is sharply unique. Sometimes they communicate one that is vague, indefinite or just bland. But the fact remains that, whether the company organizes them or not, these communications contribute to a particular perception of the company. The image perceived is the company's corporate identity.

The varied visual expressions of the Bell System can therefore reinforce or confuse, can be relevant or irrelevant to the actual character of our organization. So, our new identification designs have been organized into a plan of visual communications to help people clearly perceive the Bell System as it really is.

The new corporate graphics will signal the internal thrust of the Bell System — companies on the move, competent and concerned. A consistent appearance will provide a visual association for our many varied services and facilities. This consistent look from company to company says that we are a network of companies . . . working together.

Because our many forms of visual expressions are to be found everywhere, the Bell System recognizes an additional responsibility to express itself simply and in good taste in order not to amplify the visual clutter of our environment.

Design application is now being implemented in a System-wide identification program. A series of manuals will be provided which delineate in detail the individual trademark, logo, and stripe application for System companies on vehicles, building signage, stationery, business forms, directory covers — in fact everywhere we make visual contact with the public. They are detailed working tools intended to assist those who are engaged in implementing the program on a day to day basis.

On the other hand, this overview of the identity program is designed to enable those people working with one aspect of implementation to become familiar with the broad scope of the program. They will have a clearer understanding of how their particular area of responsibility fits into and reinforces the total program.

Everyone concerned with any aspect of the total program should familiarize themselves with the contents of this book. Questions on the implementation should be directed to your company graphics coordinator.

Basic Components

The Bell Symbol

Throughout the System companies the bell is usually referred to as the "Bell Seal." But the word "symbol" seems more meaningful, since a bell has been the primary graphic form identifying the System for more than eighty years.

This is our new bell symbol. It is bolder than ever before. It was designed for strength and modernity—qualities that are essential characteristics in maintaining our leadership in world communications.

One thing you may notice about our new bell is that the words inside the bell are gone. Much of the time they couldn't be read. Whenever the bell was reduced

in size for use in print or tv advertising, on assorted literature and forms, or on a sign to be seen from a distance, the words became too small and often illegible. Since they also complicate the symbol, slowing up perception, we eliminated them. The result is a strong and compelling graphic form that is perceived clearly and quickly and says, "Bell System."



The Logotype

A logotype is the company's name used consistently in a particular letter style. The company logotypes you see here are representative of the new lettering style being used by all the Bell System companies. A sans-serif face was selected for its contemporary look and legibility. The style is based upon the typeface Helvetica medium. However the original typeface has been somewhat modified so that each logotype displays the individual company's name most effectively.

In a number of instances a System company name was so long that it was unmanageable for use in visual communications. Where this occurred a shorter,

colloquial name was substituted in which the word *Company*, the abbreviation *Inc.*, or other redundancies were eliminated. This became the company's "communications" name. For certain official documents and legal papers, the company's legal name will continue to be used.

Brevity makes the communications name more memorable and consequently more effective as a logotype. So, in the application of our new graphic designs for Bell System companies, the logotypes will *always* be the communications name.

**NEW ENGLAND
Telephone
Mountain Bell
Indiana Bell
New Jersey Bell
Bell Labs
Michigan Bell
Illinois Bell**

The Trademark

The trademark is the combination of our bell symbol with the company logotype. The symbol and logotype work together—each with a particular function. Like a flag, the bell symbol is the focal point of the trademark. It signifies Bell System and relates every System company within the organization. The logotype is the differentiating element which clearly identifies the particular Bell company. The trademark becomes the basic identifying device to be used for all our visual communications.

On this page we show several variations in the relationship of the logotype to the symbol. They are part

of a system of different arrangements of these two signals. The purpose of the variations is to provide maximum flexibility for creative layout needs, maximum adaptability to varying space requirements and varying emphasis of logo and symbol to fit different communications needs.

Reproduction sheets are available to System companies for general use in printed material and advertising. The Trademark and Logotype Manual provides you with more specific detail on the trademark design and application principles.



Wisconsin Telephone



Ohio Bell



**Bell Telephone
Laboratories**

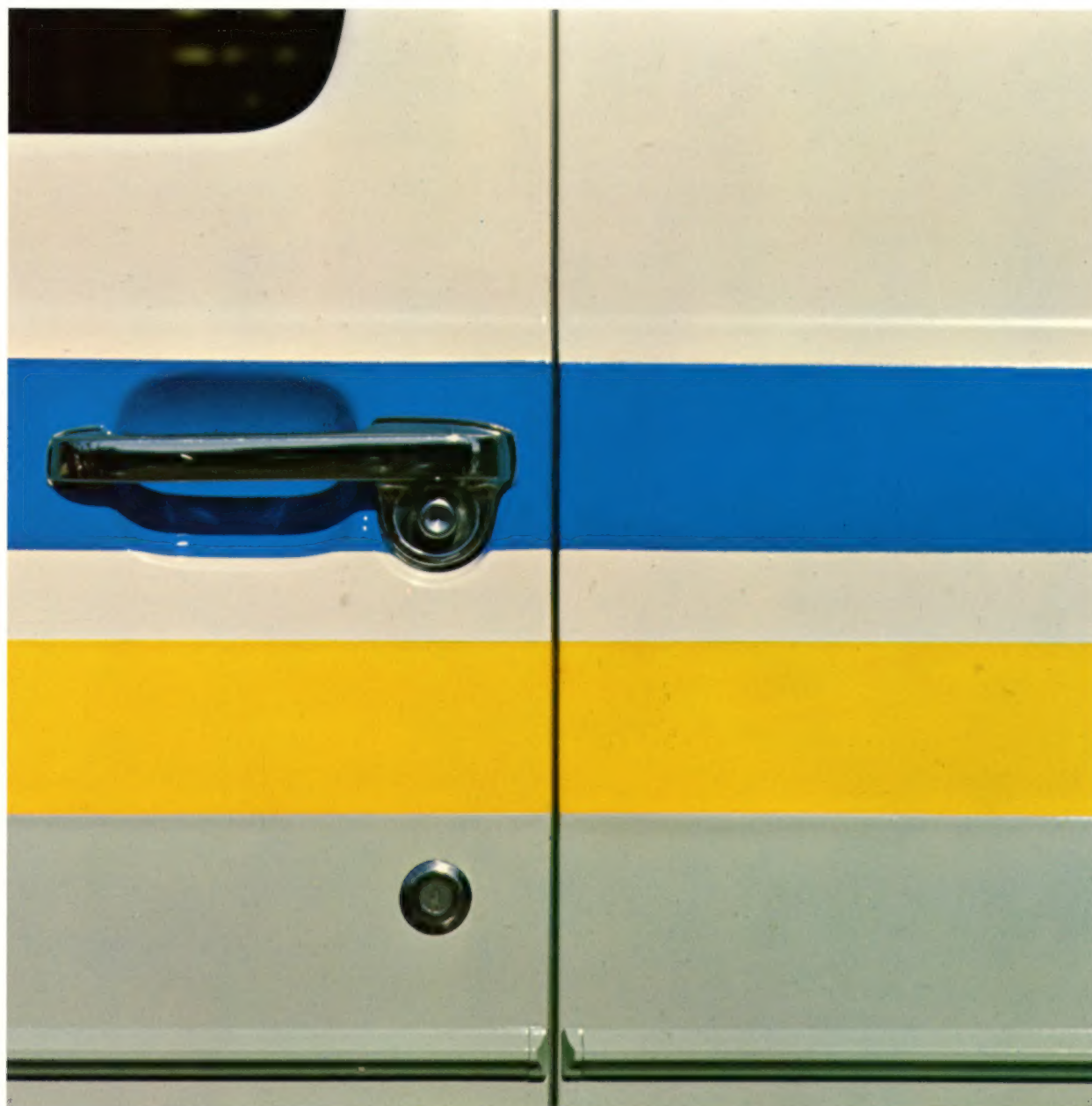


The Stripes

Stripes are a third signal in our corporate identification system. The first is the bell symbol, the second our logotype. The third element—stripes—were added to further relate the Bell System with our contemporary environment.

In the contemporary world, stripes are associated with competitive sports—on cars, boats, aircraft and athletic gear. From these areas of activity the stripes carry over to our identification graphics the look of professional competence—alert, energetic, dedicated. These are the qualities the Bell System strives for in all our efforts.

The stripes become an important visual signal on our vehicles, hard-hats, flags, telephone directories, packages, and other printed matter. Wherever they appear, Bell blue, white and yellow-ochre stripes will signal the presence of the Bell System.



Design Applications

The relationship of the elements of our new graphic designs are planned so that each one reinforces the other. A visual expression that is clear and distinctly individual emerges from our vehicles, our building signs, our directory covers—from each area of Bell System identification.

By organizing these many different identification areas into a cohesive relationship, a total *identification system* with maximum impact and clarity results. Then, even in the visual clutter of modern society, this identification system singles out the Bell System, and establishes our corporate identity in unequivocal terms.

The ideal plan to communicate corporate identity is not achieved by a rigid program to make everything look exactly alike. Naturally, there needs to be flexibility in the application to allow for functional differences in all forms of communication. Nevertheless, to avoid visual confusion which would create a muddled impression, the applications of the new Bell System identification signals require compliance to certain guidelines. These specific guidelines are expressed in detail in the individual manuals on design applications for each of the Bell System modes of visual communication.

How the design application works on vehicles, building signs, clothing, tv and print advertising and other areas of our visual communications to form the broad character of our new corporate identity can be seen on the following pages.



Vehicles

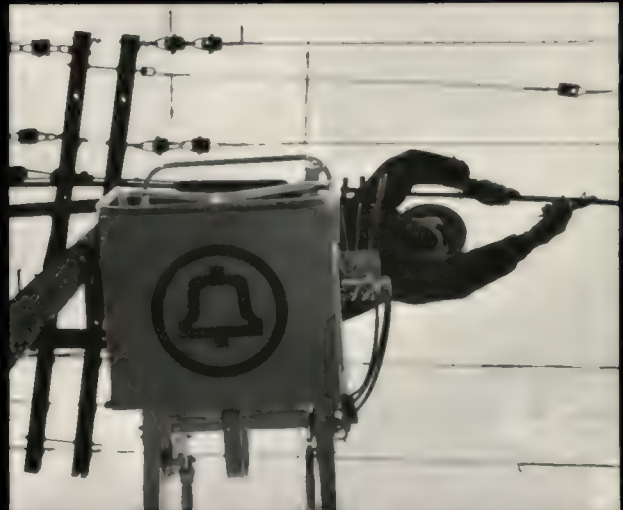
Bell System vehicles are literally everywhere. We have the largest privately operated fleet of vehicles in the country. Our rolling stock now becomes a keystone in our plan for corporate identification. Each vehicle is a billboard which signals—Bell Company at work. We now look contemporary. Our trucks will be visible. And in their pervasiveness the magnitude of our service effort will be better understood.

The olive-drab vans give way to a bright two-tone design. The white top is highly visible, crisp looking and enhances the trademark on the panels. It stays cleaner, concealing soot and dust. White lowers interior temperatures as much as ten degrees in hot weather. The bottom is a grey-green, still on the light side, but dark enough to conceal heavy dirt, grime and other road elements.



The blue and yellow-ochre stripes and the blue bell symbols are made of reflective materials. They function as daytime, nighttime safety aids. Where there's only time for a quick look, or at a distance, the stripes become the important signal identifying the Bell System on all of our vehicles.

Heavy duty trucks will have all white cabs and grey-green work bodies. The stripes and trademarks will go on the door. On these pages you can see examples of our vehicle marking system. The Vehicles Manual will provide you with detailed information on precisely how the variety of Bell company's vehicles should look and be marked.



Building Signage

The large number and high visibility of our building signs makes them an important part of our visual communications program. The high cost of building signage makes careful planning essential. The long life of a building sign makes good taste a civic responsibility as well as a corporate asset.

The simplicity and strength of our new bell symbol makes it ideal for building signage. On old buildings where the cost could be prohibitive for completely new signage, just the addition of the new bell will add a contemporary note and a visual link with our new identification program. Wherever possible, of course, the new bell should be used with the new company logo for maximum effectiveness.



For the building engineering groups and corporate identity coordinators in each company, a Building Signage Manual is available. It is a working tool which gives specific information on the kind of signing materials now available in the new graphics. It will also guide those concerned with new building signage in planning for maximum results.

Those responsible for administering building signage for their company should work closely with the Engineering Manager of Buildings at AT&T.



Women's Clothing

As part of our visual communications program—and innovative for the Bell System—costumes have been proposed for our female service representatives who have contact with the public. They were designed as another contemporary signal for the Bell System. Just as with the airlines girls, Bell System girls will be quickly identified by their smartly tailored "Bell" look.

But these costumes are practical as well as fashionable. What looks to be a single outfit is actually a complete ensemble. By interchanging jackets and skirts, the girls have a different outfit for every day in the week.

These clothes are designed to flatter the slim . . . or not-so-slim. They are for young people . . . of all ages.

Incidentally, the stripes are not Bell blue and yellow-ochre. While we maintain the concept of stripes, in women's fashion color is dictated by fashion needs. So, the basic colors may change from year to year.

For more complete information you should contact your company graphic's coordinator.



Men's Clothing

Men's clothing has also been proposed as part of our corporate identification program.

Few strangers allowed into homes have such close contact with families as do telephone men. They need to justify the confidence placed in them by their behavior . . . their competency . . . and their *appearance*. The new clothing would carry the Bell System symbol and stripes and identify our men unmistakably as Bell Telephone people.

Also, a distinctive look emerges as a result of the functional aspects of these garments. For example, our installers would wear the new jumpsuit. It is de-

signed with zip fasteners making it easy to slip over shoes when entering the house. The reinforcement over the chest—for protection in crawling—is not only functional, but looks good. The same functional good looks have been designed into clothing for our construction workers, our plant guards and our coin collectors.

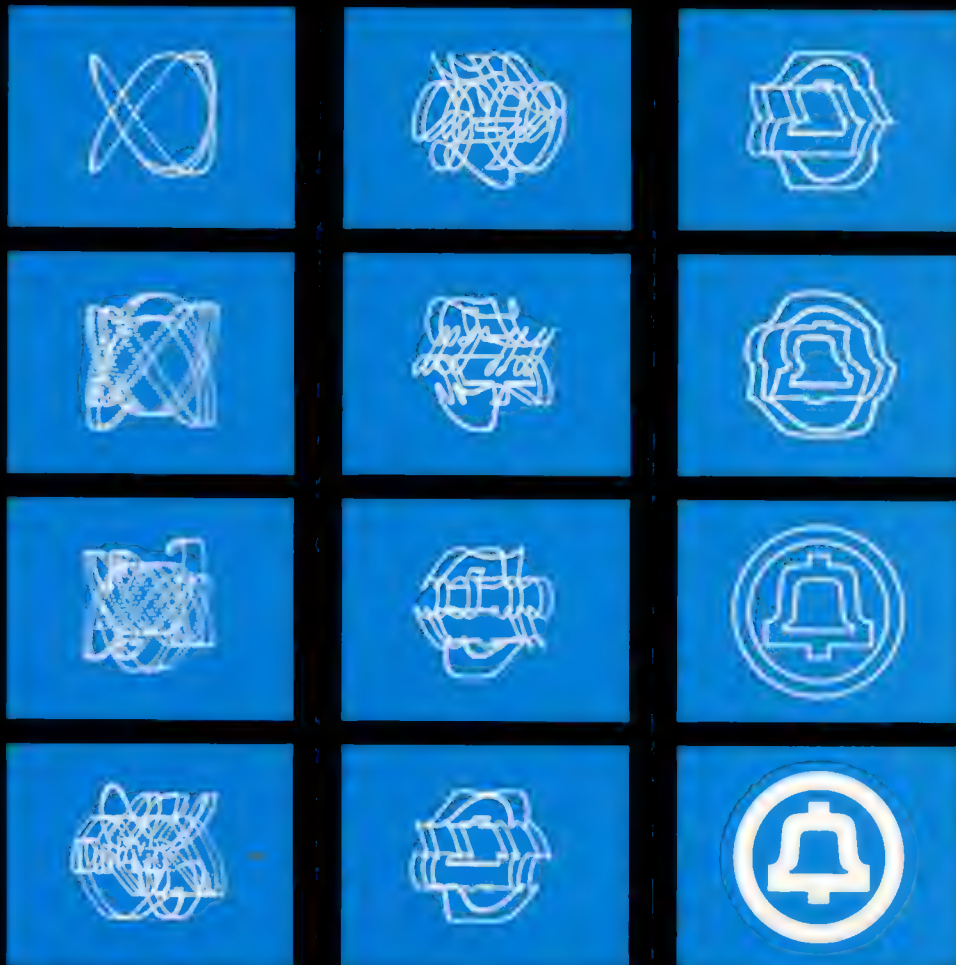
Bell System people more visible at work would make our publics more aware of our vast commitment to service. However, these are not *uniforms* but rather functional work clothing designed to make the man more efficient, look better, and his job easier.



Television and Film

On television commercials or film credits there is but a fleeting moment in which to identify our company visually. To make the most of that moment, and to give due importance to the new graphic design of our bell symbol, an exciting new way was devised to present the bell like a prima ballerina.

We programmed the new bell design on a computer. It then produced an infinite variety of moving configurations with the bell in different spatial planes. The result on film is the gradual evolution of the bell forming itself from within these planes into the two-dimensional image that we readily recognize.



Print Advertising

Millions of visual impressions are made daily by System companies in their print advertising—both newspaper and magazines. Consistent use of the new trademark by these companies will compound its impact as the major identifying signal of the Bell System.

The strength of the new bell symbol design is once again noticeable in company advertising signatures. In trademarks one-inch and smaller, the bell remains clear and highly visible, the logo always readable. To attain these results it is important to always use the reproduction sheets that have been made available for this purpose.



Directories

Our new graphic designs are beginning to appear on System Company telephone directory covers. The millions of directories published each year represent a real opportunity to proliferate our new visual signals quickly and effectively.

While it is desirable to have a strong graphic common denominator on directory covers that says *Bell System*, directory covers must also be *local* in their appearance. And, they must change from year to year to obsolesce the old directory. The special Directories Manual will help set design guidelines for directory covers.



Stationery

The application of our new corporate graphics to stationery items presents System companies with an ideal opportunity to coordinate their stationery line for maximum identification with the Bell System.

Recognizing that each company has its own particular needs which may vary from those of other Bell companies, we have prepared the Stationery Manual in two sections.

The first section demonstrates how the new bell symbol and company logos will work in the new stationery design. This section will guide secretaries and administrative people in selecting appropriate stationery and using it properly. Stationery items used by most of

the companies are shown. So, System companies will find it useful in planning stationery manuals with their own company trademarks.

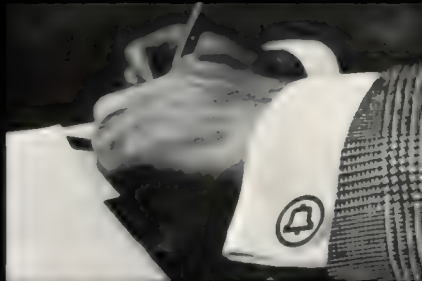
The other section is a working tool which can be used by art departments and printers. It contains detailed specifications for producing finished art for each stationery item.

Special logo reproduction sheets for stationery will be made available to each company to assure consistency throughout the System. Special paper watermarked with the bell symbol will also be available. Information telling printers how to obtain this paper is contained in the specifications section of the manual.



Jewelry

Jewelry with the company symbol puts corporate identification on a purely personal level. But of course the wearing of corporate jewelry is an optional choice. However, because so many employees do like to wear a company insignia of some kind, we have designed a complete line of jewelry using our new bell symbol. Some of these items are shown below. They are not to be confused with service award emblems. The various pieces for both men and women can be purchased by System companies directly from the manufacturer. A folder providing description and prices is available.



Our installers carry over ten million packages containing telephones into homes and offices every year. The visual communications on these packages must reflect the concern of the System company as well as the skill and care taken in manufacturing the complex instrument the package contains. For this reason, a new packaging program is being undertaken by Western Electric. Shown below are examples of the white kraft primary packages to be used for products and the brown kraft shipping containers. A new coding system will make identification of package contents easier and reduce selection errors at the branch supply center.

Phone booths are being studied. When design solutions are complete a manual will be provided that gives instructions for marking new telephone booths and those being refurbished. Road and building signs that signal the availability of a coin telephone are also being studied. Hundreds of thousands of these signs in use throughout the country are a strong visual signal for the Bell System.



Vinyl wall covering, shown below, with a repetitive pattern of the new bell symbol, is available. The bell pattern is dark blue on a light blue field. This Bell System wallpaper is intended for use on one or two prominent walls in business offices and other public places. It acts as a further signal that you are in a Bell System environment.

New flags in various sizes are now available through normal supply channels. Hard hats are available with reflective Bell System striping and a reflective bell symbol.



The application of our new graphic designs on business forms, checks, and stock certificates is being studied. A manual of specifications for these pieces will be available when the design work is completed.

The employee identification tag shown below is new and will also be available through routine supply channels.

An identification program is also under way for Western Electric which will be coordinated with the operating companies program. The new trademark will be applied to all products and equipment manufactured and distributed to the System companies.



We hope the overview of the new Bell System corporate identification program presented on these pages has helped to make clear both the intent and the scope of this undertaking. You will then understand that the basis for our identification system depends upon careful design coordination. Each form of our visual communications will contribute to a unified concept of both the Bell System and the System company.

The specific means for creating and achieving these visual communications are covered in detail—and with working specifications—in the published manuals for trademarks and logotypes, stationery, vehicle markings and building signage. Any questions concerning corporate identification or these particular manuals should be directed to your company corporate graphics coordinator or the Project Chairman—Design and Appearance, Department of Environmental Affairs, AT&T.

Designed and Produced by Saul Bass and Associates, Los Angeles. Lithographed in U.S.A.



Department of Environmental Affairs

